



WUTR  
201 Humboldt Street  
Rochester, NY 14610

Silversmith Strategies  
1322 G Street, SE  
Washington, DC 20003

## Contract # 1431152

**Schedule Dates** 09/28/16-10/10/16  
**Advertiser** End Citizens United (79738)  
**Agency** Silversmith Strategies (21975)  
**Product** Political - Issues / Propositions (1068)  
**Brand** 652/682/3853 (560893)  
**Salesperson** Millennium - New York, New York (1406)  
**Sales Office** Millennium - New York  
**Buyer Name** Janet,Katowitz,  
**Phone/Fax** /  
**CPE** 652/682/3853  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Issue  
Separation: 30

**Date Entered** 09/20/16  
**Last Modified** 09/21/16  
**Entered By** Julie Orilio  
**CO-OP** No  
**Headline #** ECR25310825  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$464.25  
**Net Total** \$2,630.75  
**Sales Tax**

### Utica (WUTR)

By Broadcast Month	Spots	Rate
Oct. 2016	37	\$3,095.00
<b>Grand Total:</b>	<b>37</b>	<b>\$3,095.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.0	Revised Line / SPOT	09/28/16-09/28/16	3	:30	7A- 9A (EST)	1			X								Utica (WUTR)	Good Morning America	9/20/16
2.1	Normal Line / SPOT	09/28/16-09/28/16	3	:30	7A- 9A (EST)	2			X					2	\$60.00	\$120.00	Utica (WUTR)	Good Morning America	9/21/16
3.0	Normal Line / SPOT	09/29/16-09/29/16	3	:30	7A- 9A (EST)	1				X				1	\$60.00	\$60.00	Utica (WUTR)	Good Morning America	9/20/16
4.0	Normal Line / SPOT	09/30/16-09/30/16	3	:30	7A- 9A (EST)	1					X			1	\$60.00	\$60.00	Utica (WUTR)	Good Morning America	9/20/16
5.0	Normal Line / SPOT	10/03/16-10/03/16	3	:30	7A- 9A (EST)	1	X							1	\$60.00	\$60.00	Utica (WUTR)	Good Morning America	9/20/16
6.0	Normal Line / SPOT	10/04/16-10/04/16	3	:30	7A- 9A (EST)	2		X						2	\$60.00	\$120.00	Utica (WUTR)	Good Morning America	9/20/16
7.0	Normal Line / SPOT	10/05/16-10/05/16	3	:30	7A- 9A (EST)	1			X					1	\$60.00	\$60.00	Utica (WUTR)	Good Morning America	9/20/16
8.0	Normal Line / SPOT	10/06/16-10/06/16	3	:30	7A- 9A (EST)	2				X				2	\$60.00	\$120.00	Utica (WUTR)	Good Morning America	9/20/16
9.0	Normal Line / SPOT	10/07/16-10/07/16	3	:30	7A- 9A (EST)	1					X			1	\$60.00	\$60.00	Utica (WUTR)	Good Morning America	9/20/16
10.0	Normal Line / SPOT	10/10/16-10/10/16	3	:30	7A- 9A (EST)	1	X							1	\$60.00	\$60.00	Utica (WUTR)	Good Morning America	9/20/16
11.0	Revised Line / SPOT	09/27/16-09/27/16	3	:30	2P- 3P (EST)	1		X									Utica (WUTR)	General Hospital	9/20/16
11.1	Normal Line / SPOT	09/28/16-09/28/16	3	:30	2P- 3P (EST)	1			X					1	\$50.00	\$50.00	Utica (WUTR)	General Hospital	9/21/16
12.0	Normal Line / SPOT	09/30/16-09/30/16	3	:30	2P- 3P (EST)	1					X			1	\$50.00	\$50.00	Utica (WUTR)	General Hospital	9/20/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WUTR  
201 Humboldt Street  
Rochester, NY 14610

Silversmith Strategies  
1322 G Street, SE  
Washington, DC 20003

## Contract # 1431152

**Schedule Dates** 09/28/16-10/10/16  
**Advertiser** End Citizens United (79738)  
**Agency** Silversmith Strategies (21975)  
**Product** Political - Issues / Propositions (1068)  
**Brand** 652/682/3853 (560893)  
**Salesperson** Millennium - New York, New York (1406)  
**Sales Office** Millennium - New York  
**Buyer Name** Janet, Katowitz,  
**Phone/Fax** /  
**CPE** 652/682/3853  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Issue  
Separation: 30

**Date Entered** 09/20/16  
**Last Modified** 09/21/16  
**Entered By** Julie Orilio  
**CO-OP** No  
**Headline #** ECR25310825  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$464.25  
**Net Total** \$2,630.75  
**Sales Tax**

## Utica (WUTR)

By Broadcast Month	Spots	Rate
Oct. 2016	37	\$3,095.00
<b>Grand Total:</b>	<b>37</b>	<b>\$3,095.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT	10/03/16-10/03/16	3	:30	2P- 3P (EST)	1	X							1	\$50.00	\$50.00	Utica (WUTR)	General Hospital	9/20/16
14.0	Normal Line / SPOT	10/07/16-10/07/16	3	:30	2P- 3P (EST)	1					X			1	\$50.00	\$50.00	Utica (WUTR)	General Hospital	9/20/16
15.0	Normal Line / SPOT	10/10/16-10/10/16	3	:30	2P- 3P (EST)	1	X							1	\$50.00	\$50.00	Utica (WUTR)	General Hospital	9/20/16
16.0	Revised Line / SPOT	09/27/16-09/27/16	3	:30	9A- 10A (EST)	1		X									Utica (WUTR)	Live With Kelly & Michael	9/20/16
16.1	Normal Line / SPOT	09/28/16-09/28/16	3	:30	9A- 10A (EST)	1			X					1	\$50.00	\$50.00	Utica (WUTR)	Live With Kelly & Michael	9/21/16
17.0	Normal Line / SPOT	09/29/16-09/29/16	3	:30	9A- 10A (EST)	1				X				1	\$50.00	\$50.00	Utica (WUTR)	Live With Kelly & Michael	9/20/16
18.0	Normal Line / SPOT	10/03/16-10/03/16	3	:30	9A- 10A (EST)	1	X							1	\$50.00	\$50.00	Utica (WUTR)	Live With Kelly & Michael	9/20/16
19.0	Normal Line / SPOT	10/05/16-10/05/16	3	:30	9A- 10A (EST)	1			X					1	\$50.00	\$50.00	Utica (WUTR)	Live With Kelly & Michael	9/20/16
20.0	Normal Line / SPOT	10/07/16-10/07/16	3	:30	9A- 10A (EST)	1					X			1	\$50.00	\$50.00	Utica (WUTR)	Live With Kelly & Michael	9/20/16
21.0	Revised Line / SPOT	09/27/16-09/27/16	3	:30	6P- 6:30P (EST)	1		X									Utica (WUTR)	Eyewitness News At Six	9/20/16
21.1	Normal Line / SPOT	09/28/16-09/28/16	3	:30	6P- 6:30P (EST)	1			X					1	\$125.00	\$125.00	Utica (WUTR)	Eyewitness News At Six	9/21/16
22.0	Normal Line / SPOT	09/29/16-09/29/16	3	:30	6P- 6:30P (EST)	1				X				1	\$125.00	\$125.00	Utica (WUTR)	Eyewitness News At Six	9/20/16
23.0	Normal Line / SPOT	10/03/16-10/03/16	3	:30	6P- 6:30P (EST)	1	X							1	\$125.00	\$125.00	Utica (WUTR)	Eyewitness News At Six	9/20/16
24.0	Normal Line / SPOT	10/05/16-10/05/16	3	:30	6P- 6:30P (EST)	1			X					1	\$125.00	\$125.00	Utica (WUTR)	Eyewitness News At Six	9/20/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WUTR  
201 Humboldt Street  
Rochester, NY 14610

Silversmith Strategies  
1322 G Street, SE  
Washington, DC 20003

## Contract # 1431152

**Schedule Dates** 09/28/16-10/10/16  
**Advertiser** End Citizens United (79738)  
**Agency** Silversmith Strategies (21975)  
**Product** Political - Issues / Propositions (1068)  
**Brand** 652/682/3853 (560893)  
**Salesperson** Millennium - New York, New York (1406)  
**Sales Office** Millennium - New York  
**Buyer Name** Janet, Katowitz,  
**Phone/Fax** /  
**CPE** 652/682/3853  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Issue  
Separation: 30

**Date Entered** 09/20/16  
**Last Modified** 09/21/16  
**Entered By** Julie Orilio  
**CO-OP** No  
**Headline #** ECR25310825  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$464.25  
**Net Total** \$2,630.75  
**Sales Tax**

## Utica (WUTR)

By Broadcast Month	Spots	Rate
Oct. 2016	37	\$3,095.00
<b>Grand Total:</b>	<b>37</b>	<b>\$3,095.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Normal Line / SPOT	10/07/16-10/07/16	3	:30	6P- 6:30P (EST)	1					X			1	\$125.00	\$125.00	Utica (WUTR)	Eyewitness News At Six	9/20/16
26.0	Normal Line / SPOT	09/28/16-09/28/16	3	:30	6:30P- 7P (EST)	1			X					1	\$250.00	\$250.00	Utica (WUTR)	ABC World News	9/20/16
27.0	Normal Line / SPOT	10/06/16-10/06/16	3	:30	6:30P- 7P (EST)	1				X				1	\$250.00	\$250.00	Utica (WUTR)	ABC World News	9/20/16
28.0	Normal Line / SPOT	10/10/16-10/10/16	3	:30	6:30P- 7P (EST)	1	X							1	\$250.00	\$250.00	Utica (WUTR)	ABC World News	9/20/16
29.0	Normal Line / SPOT	10/02/16-10/02/16	3	:30	8A- 9A (EST)	1							X	1	\$50.00	\$50.00	Utica (WUTR)	Good Morning American Wkd	9/20/16
30.0	Normal Line / SPOT	10/09/16-10/09/16	3	:30	8A- 9A (EST)	1							X	1	\$50.00	\$50.00	Utica (WUTR)	Good Morning American Wkd	9/20/16
31.0	Normal Line / SPOT	10/01/16-10/01/16	3	:30	8A- 9A (EST)	1						X		1	\$50.00	\$50.00	Utica (WUTR)	Good Morning America Weekend	9/20/16
32.0	Normal Line / SPOT	10/08/16-10/08/16	3	:30	8A- 9A (EST)	1						X		1	\$50.00	\$50.00	Utica (WUTR)	Good Morning America Weekend	9/20/16
33.0	Normal Line / SPOT	10/02/16-10/02/16	3	:30	9A- 10A (EST)	1							X	1	\$70.00	\$70.00	Utica (WUTR)	This Week	9/20/16
34.0	Revised Line / SPOT	09/27/16-09/27/16	3	:30	7:30P- 8P (EST)	1		X									Utica (WUTR)	The Insider	9/20/16
34.1	Normal Line / SPOT	09/28/16-09/28/16	3	:30	7:30P- 8P (EST)	1			X					1	\$55.00	\$55.00	Utica (WUTR)	The Insider	9/21/16
35.0	Normal Line / SPOT	10/09/16-10/09/16	3	:30	6:30P- 7P (EST)	1							X	1	\$175.00	\$175.00	Utica (WUTR)	ABC World News Sunday	9/20/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions